

Message Text

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PAGE 01 TAIPEI 00490 270658Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W
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R 270620Z JAN 77
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO SECSTATE WASHDC 2395
AMEMBASSY MANILA
AMEMBASSY SEOUL
AMCONSUL HONG KONG

UNCLAS TAIPEI 0490

USDOC FOR OIM/EA/KELLY AND OIM/SAD

E.O. 11652: N/A
TAGS: BEXP, TW
SUBJECT: PROPOSED NEW PRODUCT CLINIC ON PACKAGING MACHINERY

REF : USDOC 01028

1. TAIPEI WELCOMES OIM PROPOSAL REFTEL TO MOUNT SECOND VIDEO/CATALOG EXHIBITION IN ASIAN AREA. POST SUPPORTS PMMI INTEREST IN TAIWAN MARKET AND STRONGLY ENDORSES INCLUSION OF TAIWAK IN PLANNING FOR EVENT.

2. IF SUBJECT NPC IS SCHEDULED IN NOVEMBER, TWO RELATED LOCAL ORGANIZATIONS: CHINA PACKAGING INSTITUTE (CPI) AND CHINA INDUSTRIAL DESIGN AND PACKAGING CENTER (CIDPC) AND COOPERATE MOST CLOSELY. CPI WILL TIME ANNUAL CONVENTION TO COINCIDE WITH NPC. CONVENTION AND GOLDEN STAR AWARD CEREMONY (AWARDS TO RECOGNIZE AND ENCOURAGE IMPROVEMENTS IN PACKAGING) WILL DRAW CPI MEMBERSHIP OF ABOUT 500, APPROXIMATELY 50 PERCENT COMING TO TAIPEI FROM CENTRAL AND SOUTHERN PARTS OF ISLAND.

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3. TO MAXIMIZE EFFECTIVENESS OF NEW EXPORT PROMOTION TECHNIQUE IN TAIWAN, HOWEVER, NPC ON PACKAGING MACHINERY SHOULD ALSO VISIT TAICHUNG. APPROXIMATELY ONE-THIRD OF 41,000 FACTORIES REGISTERED ARE FOUND IN CENTRAL AREA. (AND 30 PERCENT OF CPI MEMBERS.) IN ADDITION, LIGHT INDUSTRIES AND EXPORT-ORIENTED ONES ARE CONCENTRATED THERE, AS WELL AS IN NORTH. (HEAVY INDUSTRY TENDS TO BE CONCENTRATED IN SOUTHERN AREA.)

TAN TZE EXPORT PROCESSING ZONE IS LOCATED IN CENTRAL REGION NEAR NEW TAICHUNG PORT. ALSO NPC IN TAICHUNG COULD EXPECT TO DRAW ATTENDANCE FROM SOUTHERN AREA. (DRIVING TIME TO TAIPEI FROM TAICHUNG IS STILL ALMOST FOUR HOURS, PENDING COMPLETION OF NORTHERN SECTOR OF WEST-COAST HIGHWAY.) ALTHOUGH LARGE COMPANIES LOCATED DOWN-ISLAND WILL HAVE OFFICE IN TAIPEI, MOST COMPANIES (MEDIUM AND SMALL) DO NOT.

4. IN VIEW OF ABOVE, POST RECOMMENDS OIM PROGRAM PACKAGING V/CE AND INDUSTRY REPRESENTATIVE IN TAIPEI AND TAICHUNG IN NOVEMBER. IDEAL SCHEDULE IS TANDEM ARRANGEMENT: NOV. 2, 3, 4 IN TAIPEI; 7, 8, 9 IN TAICHUNG. ONE ALTERNATIVE IS TO RUN TWO V/CES SIMULTANEOUSLY OR OVERLAPPING, WITH INDUSTRY REPRESENTATIVE DIVIDING TIME BETWEEN TAIPEI AND TAICHUNG. TTC COULD ARRANGE FOR LOCAL "CO-EXPERT" TO ASSIST. SECOND ALTERNATIVE IS FOR INDUSTRY REP TO RETURN TO TAIWAN FOR TAICHUNG SHOWING ENROUTE BACK TO U.S. FOLLOWING VISITS TO OTHER MARKETS.

5. RE TIMING OF SUBJECT EVENT, TAIPEI TRADE CENTER HAS HOLIDAYS SEPTEMBER 5, 27, 28 AND EXHIBITION 12-16. OCTOBER HAS FOUR HOLIDAYS: 10 (FEW DAYS BEFORE AND FEW DAYS AFTER NOT GOOD BUSINESS DAYS), 24, 25, 31, AND TECH SEMINAR PROGRAMED. IN ADDITION, CPI WILL NOT SCHEDULE CONVENTION IN OCTOBER BECAUSE OF HOLIDAYS. NOVEMBER HAS TWO HOLIDAYS: 12, WHICH WILL BE CELEBRATED ON 14, AND 24. MEDICAL EQUIPMENT EXHIBITION IS ALSO SCHEDULED FOR NOVEMBER. TTC HAS TENTATIVELY RESERVED WEEK OF NOVEMBER 28.

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6. REQUEST OIM ADVISE RE ABOVE PROPOSALS. TTC WILL SUBMIT BUDGET ESTIMATE FOR TWO-STOP NPC IF IT WOULD PROVE HELPFUL IN FINALIZING DECISION.
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